Now it’s time to determine your target audience for your advertising campaign!

1. Review your survey results and demographic and psychographic analyses.
   1. Generate a list of 3 potential target audiences for your client. Record it in your company’s Google Doc.
2. Begin to research your client and their products/services. Record all findings in your company’s Google Doc.
3. Now match up information from your research to the potential target audiences listed above, using the chart below for your planning (copy and paste into your Google Doc).

|  |  |  |
| --- | --- | --- |
|  | **Product/service info** | **Relation to audience** |
| **Audience #1** |  |  |
| **Audience #2** |  |  |
| **Audience #3** |  |  |

1. Now determine some potential hooks to attract these audiences, relying on Aristotelian appeals and the ‘sweet’ language of persuasion as well as the persuasive advertising techniques that you learned earlier this week (e.g. bandwagon, loaded language). Use the chart below—copy and paste into your company’s Google Doc.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Hook** | **Appeal** | **Persuasive techniques** |
| **Audience #1** |  |  |  |
| **Audience #2** |  |  |  |
| **Audience #3** |  |  |  |